

MOVING *the* FUR CENTRE ACROSS *the* OCEAN



New York has become the new fur centre. While the fur-bearing animal does not know it, this is the heaven where his skin will come after he dies. If he is a good fur-bearing animal, with a very rich coat, his coat will become the coat of some very beautiful woman—an interesting transmigration which the woman does not know enough about—so *we must tell her.*

MOST important to the American woman, the fashion centre has moved with the fur centre—moved so decisively that there is no longer any question about the real home of fur fashion.

Paris in her rabbit skins is looking on with wonder at the models created *this year* by the designers of H. Jaeckel & Sons in Paris—and made up in the great fur establishment in Thirty-second street.

The crozen sables of Russia and the "sables of Bergusin"—that Siberian wilderness so thick that no ray of sunshine ever touches the ground, making the sables grow almost as black as coal—are wondering why the fur buyers of Irbis have surrendered their activity.

To New York and St. Louis the great "sales" have gone. The furriers of the world who raced on ocean greyhounds to the "London sales" and Leipsic are coming in through Sandy Hook.

Simply to go to Paris to buy fur coats means to take styles that are secondary and fur workmanship that is indifferent. To copy fur garments which are first produced in Paris—a very general practice—means mediocrity of style no longer satisfactory to American women.

But to work in Paris *with these artists* in their own ateliers, translating into furs that precious portion of the Parisian fashions which will be smartest and most appropriate in furs, is the effective method that for many years has been peculiar to this house.

Contrary to the popular idea, the couturiers of Paris are not furriers. Their wonderful imaginations run to other materials. It requires the expert adapter—the genuine artist whose imagination runs *altogether to furs*—to secure the

benefit of that great originality for which Paris is and always will be famous.

Months ago the H. Jaeckel & Sons' chief designer went to Paris, as he has gone scores of times before, to prepare for a coming season. It is part of the method of this establishment, which has been instrumental in making this the representative fur house of this country.

"America's Leading Furriers" is not an empty phrase, adopted with the hope of growing up to it. The title had been well earned and was given official acknowledgment as far back as 1900, when the international juries at the Paris Exposition awarded to this establishment the two Grand Prizes over all the furriers of the world:

The Grand Prize for Fur Garments

The Grand Prize for Skins and Furs in General

—which was a graceful and emphatic recognition of the methods long followed by H. Jaeckel & Sons to produce the finest results possible in adapting the richest furs to the ultra fashions of women's dress.

For this is an old house, with the respectability of years behind it—the solidity of a fixed belief that the way to endure is to do the thing correctly, no matter how different it may be from the practice of others.

The founder of this business is to-day actively interested in it. He has had the wisdom to keep the house constantly regenerated, with his sons and younger partners working with him, shoulder to shoulder, keeping on the very frontier of furs and fashions.

On the floors at this moment are more than twenty exclusive new models, the work of H. Jaeckel & Sons' designers, in collaboration with such leaders in the world of fashion as Callot, Cheruit, Drecoll, Bernard, Doucet, Worth, Lanvin and Paquin.

These fur creations of H. Jaeckel & Sons are to-day setting the fur fashion of both America and Europe—a triumph to methods adopted by this house years ago.

That America should capture the fur market of the world is but natural—this being the greatest fur-producing country.

This house still looks to Europe, however, for many of its rarest skins. There are in the storerooms in Thirty-second street, Russian sables which it would be next to impossible to duplicate to-day! There are matched black fox skins with genuine histories—skins that have an international identity.

Here are silver foxes and ermine and seal—rich furs meant for people of opulence, and furs equally fashionable, selected with the same technical skill, within the reach of moderate incomes.

Whether it is a \$20,000 coat or a \$40 scarf, the style is unquestioned and the quality that which has lifted "H. Jaeckel & Sons' furs" far above the level of ordinary excellence.

H JAECKEL & SONS

16 WEST THIRTY-SECOND STREET

America's Leading Furriers

(Eight Doors West of Fifth Avenue—No Connection With Any Other Establishment)



THE H. JAECKEL & SONS BUILDING
16 WEST THIRTY-SECOND STREET.

This is the well-known home of "America's Leading Furriers," with the largest retail showrooms in New York. It has no connection with any other establishment.